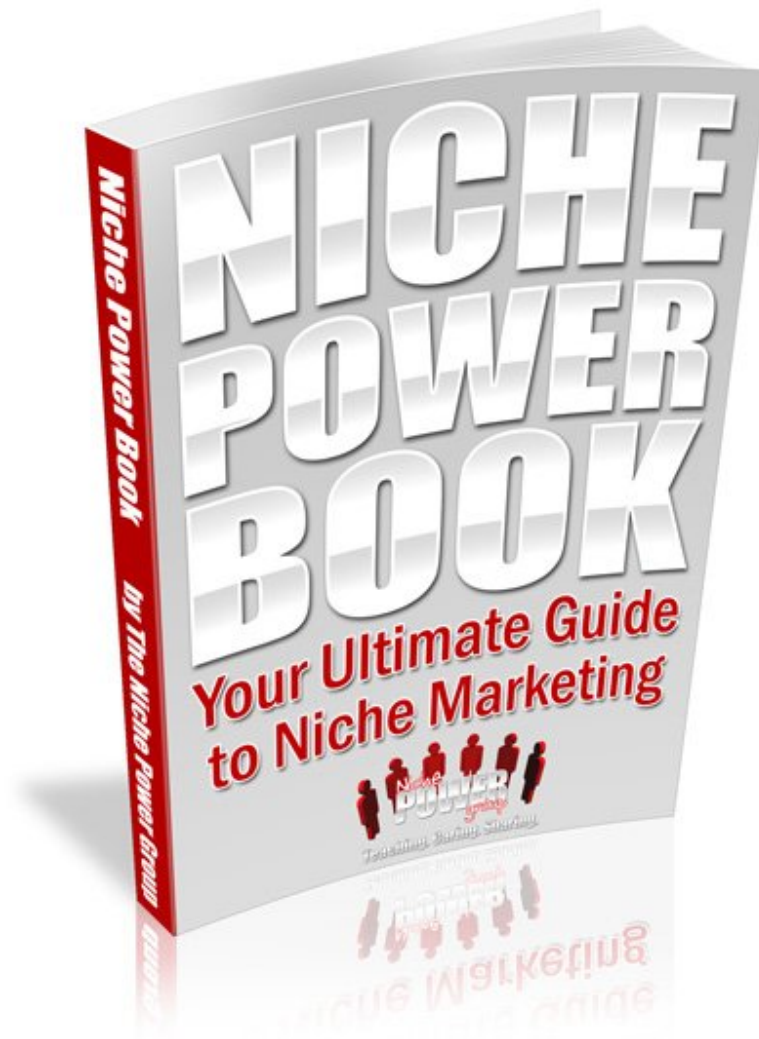




# NICHE POWER BOOK



*Your Guide to Getting Started with Niche Marketing  
brought to you by the [Affiliate Power Group](#)*

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That said, it IS possible to make money online. Thousands of people are doing it every day, and we hope that this report can help you join those ranks!

## WHAT IS NICHE AFFILIATE MARKETING?

Many – and I mean many – Internet marketers have gotten their start through affiliate marketing. Consider this – you can start making money without creating a product, without dealing with support nightmares and even without a website. AND... you can get started immediately.

You get paid by bringing buyers to sellers. When they buy, you get a “piece of the action” -- called a commission. So, if a prospect buys a \$50 product, and the product pays 50% commission – you will make \$25.

In other words, you are like a commission-only salesperson. Except that you don't have to do all the selling – or, often, much selling at all. You don't have to do take any “orders”. You don't have to meet prospects “face-to-face.” All you have to do, often, is simply introduce interested people to the product. And it all happens online.

You can take affiliate marketing a step further by marketing products that belong to a specific niche. A Niche is a smaller segment of a market and is typically a very targeted and focused market. An example of a market is “pets” whereas an example of a niche market could be “tropical aquarium fish” or “Golden Retriever Dogs”.

Advantages of Niche Marketing include:

- **Less competition** – when you focus in on a narrower market you often find that it is much less competitive. It is common for beginners on the internet to promote “Home Business Opportunities”. This is a very wide and competitive market and as a result many newbies become disillusioned and quickly give up. Niche marketing is much easier to get into and become successful with.

- **You can find a niche that you enjoy** – most people have a few hobbies, interests or topics that they are very knowledgeable about. If you think about what you enjoy doing and start niche affiliate marketing in this area you will be more likely to have success as you are doing something that you enjoy rather than something that seems like tedious hard work.

With no floors to sweep, no insurance to pay and advertising that can work for you 24 hours a day –niche affiliate marketing can easily become a fairly passive income. You can start niche affiliate marketing in your spare time while still showing up at the day job and it is possible to build this into a full time income.

## FINDING A NICHE MARKET

### **WHERE DO WE FIND BUYERS?**

Finding products to sell is just a small fraction part of niche affiliate marketing. The “meat” of niche affiliate marketing is finding buyers. Trust me, if there are buyers, there will be products to sell.

In general, there are two really great types of buyers – people who will buy no matter what the economy is doing.

The first group is called “desperate buyers” -- they have a problem and they need a solution – now. For instance, people who are in pain. Or, they’re facing a financial crisis (like an impending foreclosure). They are looking for a solution as quickly as possible – and these folks have a credit card hot in their hands searching earnestly for a solution.

The second group is “passionate (or rabid) buyers.” You know these people. Maybe you are one yourself. They are people who buy everything on a particular topic. Maybe it's golf. Or baseball. Or Harry Potter. Food and cooking. These can also be people who buy anything put out by a particular manufacturer (remember Beanie Babies?).

Groups of folks with a common interest we call “niches.” Now, not all niches have buyers. We call niches with buyers “niche markets.” But we don't want just a niche market – we want a niche market full of red-hot buyers.

So where do we find these rabid buyers?

Well, there are a number of places to look.

But, first of all, I'd recommend keeping your eyes and ears open.

What are those things that your friends and relatives simply can't live without?  
What's Oprah talking about?

Actually, one way to find hot buyers is to look at what are hot sellers. This actually can kill two birds with one stone – not only can you find hot markets, you can find the products that are popular with buyers.

For instance...

Nearly all marketplaces – eBay, Amazon, Clickbank – and the like will also have a list of hot products.

With eBay, there is - eBay Pulse <http://pulse.ebay.com/>

With Amazon, there is - <http://amazon.com/gp/bestsellers/books/> A useful rule-of-thumb is if a particular book is ranked 20,000 or higher.

Checking on a particular niche – see if there's a magazine on the topic – <http://www.amazon.com/magazines>

Amazon Bestsellers in a variety of products:  
<http://www.amazon.com/gp/bestsellers/>

The Electronic Marketplace, Clickbank:  
<http://www.clickbank.com/marketplace.htm>

Let's say I'm looking for a product with hot buyers. If we look under the “Health & Fitness Category” we see products which are listed in Clickbank's definition of “most popular.” Currently, the top two products are “Fat Loss For Idiots”, and “The Truth About 6-Pack Abs”

## **WHERE DO WE FIND PRODUCTS?**

Well, while eBay and Amazon both have affiliate programs, Clickbank is very, very popular with Internet Marketers. One of the appeals of Clickbank products is that they are digital products – meaning they are great for impulse buys.

Buyers can get immediate satisfaction from their purchase because they can immediately download and start using their product.

But wait! There's actually another way that we can make money that is similar enough to affiliate marketing that we'll include it here. And that is the world of CPA, or “cost per action” offers.

What does this mean? It means that you can actually get paid for bringing prospects to interested parties. They don't have to buy anything. But those parties know how much they will make off of every person they convert into a buyer – and they know how many prospects they can convert into buyers. They then know how much they can pay you to go find prospects to bring to them.

One of the most common of these offers you've probably seen: Video Professor. Those offers you see for ringtones are often CPA offers.

Some of these offers will pay you if the person signs up for their offer, on down to paying you for people who simply enter their zip code.

## **HOW TO BECOME AN AFFILIATE**

You can easily sign up for Clickbank as an affiliate, here:

[Clickbank Affiliate Signup](#)

Once you are an affiliate with Clickbank (and I've never heard of them turning anyone down), you can promote any of the offers in their marketplace. Just go to the link provided in the last section, and look around. You can click on the “pitch page” to see the sales page, and you can see how much you will make when you sell the product.

Clickbank is not the only place where you can find products to promote as an affiliate. I previously mentioned eBay and Amazon as companies that have affiliate offers. Also, there are other affiliate networks like Clickbank, such as [PayDotCom](#) and [e-junkie](#).

Some individual and smaller companies have affiliate programs, but you may want to be careful in selecting some of them because they may not have reliable payouts. You can keep up with various affiliate companies and their reputations at Allan Gardyne's Associate Programs website [here](#)

You can discover affiliate programs for companies by looking down at the bottom of their product page and they will often have a link that says “affiliates” or “associates” or “partners”. Click on that and you will find out what they require to become an affiliate. Some companies have “open” affiliate programs –which means they will take just about anyone who signs up; others have what are called “closed” affiliate programs and are more restrictive in who they allow to promote their products.

Whatever you do, be sure to read the “terms of service”, because affiliate programs often have restrictions (usually quite reasonable) on how you promote their programs – and violating those restrictions can get you thrown out of their affiliate program. For instance, most programs will throw you out if they feel that you are sending out “Unsolicited Commercial Email” (UCE) – or what is commonly known as SPAM.

## PROMOTING NICHE AFFILIATE PRODUCTS

### CHOOSING YOUR PRODUCTS

Of course, you'll want to pick products that fit your niche.

For your first go-around, pick something that is an established product and makes decent money.

For instance, if we decided that weight-loss was our niche, we might pick the “Fat Loss For Idiots” product from Clickbank.

When we go to the marketplace for promoting products (as discussed earlier) – we see this information:

Fat Loss 4 Idiots. Affiliate Page Here: [FatLoss4Idiots.com/aff](http://FatLoss4Idiots.com/aff) ::: Thanks.  
\$/sale: \$30.36 | Future \$: - | Total \$/sale: \$30.36 | %/sale: 75.0% | %refd:  
87.0% | grav: 423.83  
[view pitch page](#) | [create hoplink](#)

The pitch page will show you the sales page, the “create hoplink” link will easily allow you to create a url to use so that you will get credit for the sale when people buy through that link. (First, though, you have to sign up with Clickbank and get your Clickbank nickname.)

What you want to look for in Clickbank offers, along with the “\$/sale”, is the “grav” number. “Grav” stands for “gravity”, and indicates Clickbank's assessment of the popularity of the item (in a formula only known to them) – reportedly based upon a combination of number of sales as well as the number of affiliates promoting it. If there are lots of people promoting it, you can be sure that it a good percentage of visitors become buyers. (Good can range anywhere from 1 out of 100 visitors – or 1% -- on up.)

## **SETTING UP YOUR WEBSITE**

To promote affiliate offers, you can set up a simple website with just 2 pages and an autoresponder.

I'm about to lay out what you need to make this happen. DON'T freak out! I know it's easy to get overwhelmed when you're first starting online, but after you build a site or two, you should be able to breeze through these steps with no problems!



Here's what you'll need:

1. A hosting account
2. A domain name
3. A text-editor or webpage editor
4. 2 very simple web pages
  - a. A "Squeeze" or "Opt-in" page
  - b. A "download page"
5. An autoresponder account
6. FTP software
7. The link to your affiliate offer

### **1. A Hosting Account**

A hosting account is where you will store your web pages. There are literally hundreds of webhosting companies – from expensive, top-of-the-line to down-in-the dirt grungy. You don't generally want down-in-the dirt grungy, but you don't need to pay for top-of-the-line, either.

A webhosting company that's popular with many Internet Marketers and has great prices and support is [HostGator](#)

HostGator is one of the few hosting companies I'll recommend. I've been with them for years, and never had a problem that wasn't fixed VERY quickly by their support)

## **2. A Domain Name**

A Domain name provides your web pages with an address on the Internet. It's what people type in to the address bar of their browser, and what is commonly known as a "URL" (Uniform Resource Locator) or "URI" (Uniform Resource Indicator).

Pick a domain name that will be relevant to your niche. If we choose "Fat Loss For Idiots" we might want to choose, "SecretsOfFatLossForIdiots.com".

You can buy your domains for a great price at [NameCheap](#)

## **3. A Text Editor or Webpage (aka "HTML") Editor**

I highly recommend you download what's called a "WYSIWYG" html editor (for "What You See Is What You Get") which allows you to create web pages simply and easily – by adding formatting and font styles and the like. These editors allow you to build a web page visually, so you know exactly "What You Get"

Why not just use Microsoft Word, you ask? Because Word is TERRIBLE for web pages. I cannot stress that enough. Microsoft Word should NEVER BE USED TO CREATE WEBPAGES! When you save a Word document as a web page, the program adds a bunch of gobbledy-gook to the background of the page that ends up costing you money in the long run. (We're here to make money, not lose it!)

There are a number of WYSIWYG editors, some of which are high end, like one program called Dreamweaver. But you can get along quite well with the free and quite excellent webpage editor KompoZer, which you can download [here](#).

Telling you how to edit web pages is a whole other animal, and it's just too much to put into this report. But there are a number of great – and FREE – resources that will show you how to do so easily. You can just go to Google and type in “How to learn HTML” or “How to use KompoZer” and it should bring up a number of options for you to check out!

#### 4. 2 Simple Webpages

The next step in this process is to create 2 simple web pages. The first is called a “Squeeze Page” or “Opt-In Page”

##### **Squeeze Page**

A squeeze page is simply an offer to exchange valuable information in trade for the user's email address.

Basically, you will take the “opt-in” form that you get from your autoresponder company (don't worry, I'm going over this next) and create a page with a tantalizing offer – a report or a series of emails.

You want to offer something that will entice the people in the niche you are targeting to sign up.

For instance, for “Fat Loss For Idiots” you might want to offer a report titled something like “How To Lose Fat Quickly!” or, the “Top 10 Tips For Fat Loss.” (You may have to do a bit of research, but not too much, to find ideas for the content for your report – but don't steal other people's content!)

Incidentally (***and here's the real power***) – once you have your visitors on your email list – you can promote other Affiliate or CPA offers and other products relevant to buyers in this niche for MORE money! We'll talk about your email list in just a minute.

## **Download Page**

The second page you'll need is called your "Download Page." On your download page, you will have a link to your report (more on that in a second), as well as a link to the affiliate or CPA offer that you are promoting.

Now, remember the hoplink we mentioned earlier? You will want to use that hoplink on your page (if you are promoting that particular product. "Hoplinks" are actually a Clickbank term, so other affiliate networks will probably call their affiliate links something more off the wall – like, well, "affiliate links".

Now, you will probably want to say something more than just "click here" -- because you want to entice your visitor to click on the link for this offer.

So, you might say something like "This is a product that I found really has helped many people in their battle against the bulge". If you've actually used the product with success, brag on that.

Also, you can look on the product page for their "affiliates" link, and they may have more promotional material (banners, graphics, and the like) that you can use on your download page.

## **5. An Autoresponder Account**

An autoresponder company is an email provider where people can sign up to email lists that you create. Once you have an account with one of these companies, you can then send out email to your members automatically on a periodic, scheduled basis. So you set it up once, and then keep profiting from it over and over 😊

Here are a couple of popular Autoresponder providers:

1. [GetResponse](#)
2. [Aweber](#)

Basically, you can set up your account so when someone signs up for your email list, they get email #1 after signing up, email #2 a day or two later (whenever you'd like to schedule it), email #3.

It doesn't matter when they sign up – the autoresponder company keeps track of what email to send each person, and when to send it – so you don't have to!

One of the other things that autoresponder accounts also do is ensure email deliverability. If you send out email from your own domain, your domain might accidentally end up on a “blacklist”, (I’ve been there before, you don’t want it to happen to you, believe me) and email will not be delivered to email providers like yahoo.com, hotmail.com, gmail.com, etc. who subscribe to the blacklisting companies. (Most email providers and Internet Service Providers – ISPs – do...)

**Here's the secret:** When you set up your autoresponder form, you will be asked for the location of a “Thank you” page. You want to put your affiliate link into that field. For most autoresponder services, it defaults to a form on their site. You don't want that. You want the user to go to your affiliate/CPA offer, so you can make money!

Put that in the “Thank you” page for your autoresponder signup form!!!

While you're at the “create hoplink” form, also grab the other link provided, the one that looks like this:

```
<a href="http:// youraffid.vendorid.hop.clickbank.net/" target="_top">Click Here!</a>
```

You’ll want to use the one that looks like the link above on your download page, because the <a href> parts of that tag make it clickable for you, so your visitors can click it to check out the offer!

When the site gives you the HTML form to put on your page, paste it into your Squeeze Page so you can start getting email signups!

Then, in the first “follow up” email (ie – the email that is sent after the user signs up for your email list) give them the link to your download page, and tell them that you’re going to be sending the weekly tips and tricks about the niche you’re working in.

If you’re promoting 7 Minute Setup, your weekly tips and tricks would be about websites, blogs, or making money online.

## 6. FTP Software

FTP stands for “File Transfer Protocol”. And that's what this software does. It transfers files from your computer to your webhosting account. All it does is move files from one computer (yours) to the other (that of the webhosting company)

The programs mentioned below make the process very similar to simply copying a file from one place on your computer to another. There are a number of free options for ftp software.

You’ll use one of these programs to transfer your squeeze page and download page to your server:

1. [KompoZer](#) -- That's right, the html editor mentioned above has ftp software.
2. [FireFTP](#) - This is an extension that is used with the Firefox Browser. If you have more questions about ftp, what it's used for, how to use it – you can find answers at the very excellent help page for FireFTP, which you can find [here](#).

## 7. A Simple Report

As mentioned above, when you create your webpages, you want to have a report to offer to people to inspire them to sign up to your email list. You can make simple but elegant-looking reports using products like Microsoft Word, the free [OpenOffice](#) suite, or with online tools like [Google Documents](#).

Yes, I told you not to create web pages with Word. But I HIGHLY recommend using Word to create your reports and ebooks and such. I'm actually using MS Word to write this right now 😊

After you create your document, you will want to make sure it's readable on all computers. The way to do that is to create a "pdf" document out of it.

You can use the pdf creation capability of OpenOffice, which will let you convert Word (.doc) or OpenOffice (.odt) documents into pdf files from directly within OpenOffice (using File->Export as PDF)

Or, if you don't want to use OpenOffice, you can convert Word documents to PDF files for free [here](#). This is the process I use, because it's quick & easy, and I don't have OpenOffice on my computer, since I have Microsoft Office.

## HOW TO CONNECT THE BUYERS TO THE PRODUCTS

You need to get your prospects to your web page, otherwise known as “traffic.” When they are prospects who are interested in your niche, we call that “targeted traffic” -- and that's the kind we want. So how do we get it?

Well, there are a number of ways of getting traffic – you can pay for traffic, by paying for advertising – such as through Google AdWords and other Pay-Per-Click programs; you can “borrow” it – by doing Joint Ventures (more suitable for when you have your own product); and you can get free traffic.

We're just going to talk about a few ways to get free traffic. (Free is good, right?) Specifically, we're going to talk about how to get traffic via writing articles and via “web 2.0” sites (which also leverages article writing) Here we go!

### **ARTICLE WRITING**

First, you have to write some articles. Articles with titles similar to those we suggested for your report also make good article titles (but don't use the same one for both your article and your report.

People like to read articles that start with “How to” and “10 Ways” and “Top 5.” They also like to read articles with catchy headlines. So obviously, headlines are important.

So important, in fact, that I sometimes put off deciding on one until after I've written my article, so I can have the entire time I'm writing to decide what the best title will be 😊

Your article body (the real bulk of the article) should be between 400 and 1000 words. This might sound like a lot, but it's only about 1 or 2 pages of standard sized text. Most people can bang out an article in an hour or so, assuming they don't need to do research for it.

Finally, after you've written the article and chosen a title, it's time to write the “resource box” – this is where you get to actually promote your site. You can't do

that in the main body of the article (nor do you want to, because people would see the article as advertising and leave before they were interested in learning more!)

But, in the resource box, you should bridge the gap between your article and your free report. Try something like this “Think these 10 tips were good? Visit <http://yourdomain.com> for 10 more tips that are EVEN better!” (Where <http://yourdomain.com> is your actual domain, not yourdomain.com...)

### **Ok, I have a few articles written. Now what?**

Once you have written your articles, you want to submit them to the top 5 or 10 article directories.

Here's a list of the top 10 article directories (In no particular order, except #1 through #3 – they're the best)

1. [ezinearticles.com](http://ezinearticles.com)
2. [ArticlesBase.com](http://ArticlesBase.com)
3. [goarticles.com](http://goarticles.com)
4. [articlecity.com](http://articlecity.com)
5. [searchwarp.com](http://searchwarp.com)
6. [articlealley.com](http://articlealley.com)
7. [buzzle.com](http://buzzle.com)
8. [articleset.com](http://articleset.com)
9. [articlesnatch.com](http://articlesnatch.com)
10. [articledashboard.com](http://articledashboard.com)

## **WEB 2.0 SITES**

Web 2.0 sites are all over the place, but we're going to focus on 3 specifically. These social sites that are great places to put content about your niche and entice readers to your email list and to your offers.

Here are just a few:

1. [Squidoo.com](http://Squidoo.com)
2. [Hubpages.com](http://Hubpages.com)
3. [Google Knols](http://Google Knols)

By getting your content...and more importantly, your links, on these sites, your squeeze page stands to get more traffic. People read your articles and other content that you put up, find you, find your opt-in page, sign up to your list and buy the products you point to.

While it may look a bit complicated to start with, this is a very simple process, and once you get going, it can also be a very fast process, too!

What's more, once you've got your content up – the hard work is done – and your pages do all the hard work – 24 hours a day, 7 days a week.

**Quick Tip:** Write some more articles and link to these Web 2.0 sites in the resource boxes, you'll be amazed at how well it works!

And then it's time to do it all again! Sweet. 😊

### **SO HERE'S THE GAME PLAN:**

Step 1: Find the product you want to promote

Step 2: Build your website

Step 3: Write articles and create content on web 2.0 sites

Step 4: Repeat Step 3 until you're tired of promoting

Step 5: Repeat Steps 1-4 until you've made so much money you don't care any more 😊

### A QUICK NOTE

This might take some time to ramp up your traffic. But keep writing articles and get your content out there on high-ranking websites, and soon you'll have traffic coming from places you don't even expect.

One of the advantages of putting your content on article directories like Ezinearticles.com is that other people can take your content and put it on their site – as long as they keep your resource “box”. That means...more links to your website, and that means more traffic!

This isn't a fast way to Internet millions, but it is something you can do to make some money in just minutes a day 😊

How much traffic you get will always vary not on just how many articles you write, but where you post and how widely your articles get distributed – so it pays to write those articles well.

This is a great way to make some cash without really having to do a lot, after your machine is set up.

## **IN CLOSING**

This EBook alone probably isn't going to make you a millionaire. In fact, it's probably not going to let you quit your job and do this full-time...

If you want to do that, you need to step it up and take more action. The good news? It's EASY!

There's a site called the [Affiliate Power Group](#) that has coaching, full video training and step by step action plans on all of the things discussed in this EBook.

If you don't want to build your own website you can even chose from one of many readymade WordPress affiliate websites at a special discounted price of 70% off!

The easy to follow, step-by-step action plans and video training shows you what you need to do to start making **real money** online, and then how to take your business to the next level when you start to pull in a good income.

You will also get access to a private forum where you can ask all your questions and get personal help from four experienced affiliate marketing coaches.

You can get started with a 10-day trial to the Affiliate Power Group for just \$1! So you can get in there, check it out, and see for yourself how great it is. Get your 1 day trial here: [Affiliate Power Group \\$1 10 Day Trial](#)

The Affiliate Power Group staff Suzanne Morrison, Jeff Casmer, Ken Troyer, Cynthia Minnaar and Jeffrey Ash (below) will be waiting to greet you inside!



[Affiliate Power Group](#)